August 2026 Moderate White Women on Socialism

KEY OPINION QUESTION #1

Do you have a favorable or an unfavorable view of socialism?

Very Favorable	4%
Somewhat Favorable	34%
Somewhat Unfavorable	42%
Very Unfavorable	21%

KEY OPINION QUESTION #2

Would you ever vote for a candidate who identified as a socialist?

Yes	11%
No	42%
Undecided	47%

INSIGHTS

The socialism label is unpopular, but opinions are soft. A majority of respondents (63%) view socialism unfavorably, yet twice as many hold the soft negative view of "somewhat unfavorable" (42%) rather than the hard view of "very unfavorable" (21%). This suggests these attitudes are not deeply entrenched.

Unfavorable does not mean disqualifying. While 63% view socialism unfavorably, only 42% rule out ever voting for a socialist candidate. Nearly half (47%) are undecided on if they would

ever vote for a candidate who identified as a socialist, making "undecided" the plurality response. There is a sizable difference between disliking the label and refusing the candidate.

Even Democrats in this audience are hesitant. Of the self-identified Democrats in this sample of moderate white women, just 14% say yes, they'd vote for a socialist. Twenty-nine percent say no, they wouldn't vote for a candidate who identified as a socialist, and 57% are undecided.

Republicans are the firmest no, but not uniformly. Of the self-identified Republicans in this sample of moderate white women, 55% say no, they wouldn't vote for a socialist and 32% view socialism very unfavorably (versus 21% overall). Still, 10% say yes, they'd vote for a socialist and 35% are undecided.

Age matters more for favorability than for the vote. The 18 to 34 year-olds in the sample have the most favorable view of socialism (45% favorable versus 30% among moderate white women 55 and older), but their vote willingness is only modestly higher (14% yes versus 9% among 55+), with a majority of young women (53%) undecided.

Higher-income respondents are the most resistant. Only 32% of respondents living in households with an annual income over $100K view socialism favorably (0% very favorable) and just 3% say yes on the vote question compared to 13% of those living in households with an annual income under $50K.

METHODOLOGY

Audience: Ideologically Moderate US White Women
Sample size: 587
Dates in field: August 25, 2026 to August 27, 2026

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For questions, please contact Kristin Wheeler at kristin@oneforallcommittee.org.
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